

# Harper's

*magazine*

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is yours alone . . .

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Please return  
the card it is on—  
**whether or not**  
you subscribe to  
Harper's Magazine  
**at half price**

THEODOR H NELSON  
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12601



You may have already won an  
**ÆGEAN VACATION** FOR TWO

(minimum guarantee — \$4,000.00)

or a

**LONDON HOLIDAY** for two

OR

**ANY OF 1111 PRIZES**



# Harper's

AMERICA'S 1ST MONTHLY MAGAZINE  
announces 1111 free prizes  
IN THE FIRST HARPER'S SWEEPSTAKES

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You may already have won  
**A voyage of discovery:**

**AEGEAN VACATION** FOR TWO

Or any of ten  
**weekend holidays in London for two**

Or any of a hundred  
**nights on the town (minimum \$100.00 each)**

Or any of a thousand prizes of  
**every book first on the N.Y. Times Best-Seller  
List (both fiction and general) for the year ahead**

Dear Reader:

Any one of those extravagant prizes may already be yours. They are now waiting to be claimed.

It is as simple as returning the enclosed, numbered card. If your number is one of those chosen at random, by computer, before I mailed this letter, you win ... perhaps a free 14-day trip through the beautiful, historic Aegean -- to Crete and Piraeus, Rhodes and the Cyclades, even range through the soft Sea of Marmara to the wonders and cacophony of modern Istanbul.

And the only purpose behind this, our first sweepstakes, is to call your attention to a half-price offer for America's first monthly magazine ... Harper's.

And Harper's is something of an adventure too -- a magazine always striking out in new directions, a magazine that -- more than once -- has set off a nationwide debate. It takes a magazine like Harper's, with its eye for new views and new topics, to surprise you with the discovery that your interests are wider than you think.

How wide is Harper's range? Here are some questions that Harper's has



discussed in recent months:

Why the Negro is fighting in Vietnam, and why he expects, on his return, to be more than a dropout with a medal.

Who is the real George Romney? A look through the chinks to find out how the image of the most active GOP contender is being built.

How to cure homosexuality: Convincing a person that he is suffering from an illness is half the battle ... a report on this widely misunderstood cause of human unhappiness.

Why the supersonic airliners now on the drawing board may be unsound as a financial proposition, unsafe for passengers, and a bad deal for the taxpayer.

The intellectual renaissance of Notre Dame raises a fundamental question: Can a university be both Catholic and free?

Why space "stops" thirteen billion light years from earth ... and why man can never hope to probe beyond this "wall of infinity."

Where Psychiatry Fails: Is the practice of psychoanalysis vanishing? Why do we have too few therapists?

How to get into the college of your choice: Resist the lure of the East. Good colleges elsewhere are looking for good students.

And each month Harper's range expands into the world of culture to bring you articles like Ralph Ellison's scrutiny of Faulkner and Hemingway, absorbing personal reminiscences such as Arnold Toynbee's account of his stormy friendship with the great historian, Sir Lewis Namier, new poems from Yevtushenko, new fiction from John Updike, William Styron, Philip Roth, and "finds" like unpublished Thurber drawings ...

but Harper's also brings you Mario Savio, the Berkeley rebel, explaining the reasons behind the riots ... former CIA head, Allen Dulles, with a never-before-disclosed account of the most important espionage operation of World War II ... management consultant Peter F. Drucker on everybody's No. 1 problem -- Your Time and How to Manage It.

And Harper's draws some lively pen-portraits ... a unique glimpse of dancer and choreographer, Martha Graham.

... another of George Wallace, husband of the Governor of Alabama.

It reports "on location" ... on water pollution in Seattle ... on independence in Gambia ... on Canada's fabulous architecture ... on survival in Watts.

It looks into the future with articles on super railroads and airport design.

In Washington, the Harper's correspondent is Clayton Fritchey. A former special assistant to President Truman and to Ambassador Adlai Stevenson at the U.N., his is the insider's view of the corridors of power -- presented with the outsider's eye.

This is the unique way Harper's brings you a wider variety of information and opinion than ever before.

Harper's is, after all, a place where anyone can speak his mind -- so long as he has something worthwhile to say, and says it well.

It seeks a wide spectrum of opinion -- from authorities as diverse as Arthur Schlesinger, Jr. (onetime aide to President Kennedy) and Milton Friedman (chief economist for Senator Goldwater during his Presidential campaign).

James Baldwin published one of his earliest articles in Harper's. And so did General James Gavin. The General's article changed the Defense Department's concept of airborne operations.

Anthony Eden, Paul Goodman, Jim Brosnan, Barbara Tuchman, George Plimpton, and that extraordinary longshoreman-philosopher Eric Hoffer, have all appeared recently in its pages. So have Pulitzer Prize poets and some of the funniest cartoonists of our time. Their contributions were winnowed out of the 20,000 a year which flow through Harper's editorial filter -- necessarily a fine one, since less than one per cent of the manuscripts submitted can be published.

This is today's Harper's -- the magazine that Senators, Congressmen, and high Washington officials, in a recent survey, ranked highest among the magazines they read for accuracy, influence, and general excellence ... the magazine we want you to try on a special introductory basis.

Accordingly, the enclosed card:

An eight month subscription for only \$2.84.

Half the price you'd normally pay. And no need to send



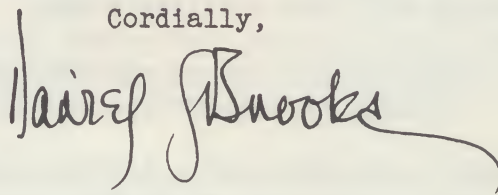
cash in advance.

This just about covers ink, paper, printing, and postage. Our small profit comes next year when you decide to renew. Further,

you may cancel at any time and receive a full refund for all issues not already mailed.

Checking the YES box on the sweepstakes order form will take 1/86400th of your day -- one second. Why not pick one that's soon. Like now. And make the other 86,399 more rewarding. With a trip to the Aegean? A week-end in London? Suppers out? Books? Hurry!

Cordially,

A handwritten signature in dark ink, reading "Daniel J. Brooks". The signature is fluid and cursive, with a long, sweeping underline that extends to the right.

Daniel J. Brooks  
Publisher

DJB:jj

P.S. The enclosed folder spells out the details of this, Harper's first sweepstakes -- you may already be a winner and not know it.

But to win, you must mail the postpaid card with your computer-selected number. Today, please.

**Harper's**

2 Park Ave.  
New York, N. Y. 10016

FREE TRIPS,  
FREE BOOKS,  
FREE NIGHTS ON  
THE TOWN

you  
may have  
already  
won  
any of 1111 prizes  
and not know it

H 64279

Keep this stub for your records.

Date mailed \_\_\_\_\_

You may already have won a free

**AEGEAN VACATION** FOR TWO

(or \$4,000.00 in cash)

**Harper's**

America's first Monthly Magazine — announces

1111 prizes

IN THE FIRST HARPER'S SWEEPSTAKES

THEODOR H NELSON  
VASSAR COLL  
POUGHKEEPSIE N Y

12601

☐ **YES.** Tell me if I have already won any of your 1111 prizes, and bill me later for my trial subscription to Harper's Magazine—eight months at HALF PRICE, just \$2.84. [Regular prices are 75¢ a copy, \$8.50 a year.]

☐ I prefer to enclose payment now.

☐ **NO.** I don't want Harper's, but tell me if I've won a prize.

H 64279



FIRST CLASS  
PERMIT NO. 408  
Marion, Ohio

**BUSINESS REPLY MAIL**

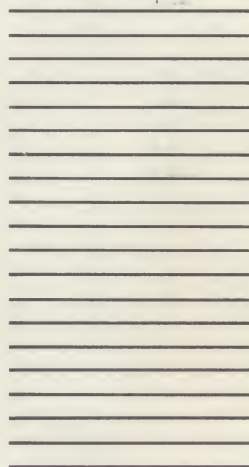
No postage stamp necessary if mailed in the United States

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**Harper's**

381 West Center Street  
Marion, Ohio 44302

Subscription Dept.









You may have already won first prize  
in Harper's 1111-prize sweepstakes...



## A FREE AEGEAN VACATION FOR TWO



Travel leisurely through the Aegean for fourteen days. Along its shores, the ages of man roll by—Persian and Phoenician and Greek—each adding to the store of man's knowledge. A very special adventure. In fact, a luxury cruise from the "Never on Sunday" port of Piraeus to

■ **Crete**. Visit the Palace of Knossos, center of Minoan civilization; explore the Labyrinth where Theseus slew the Minotaur, then on to...

■ **Rhodes**, and Lindos with its exquisite fluted columns, massive fortress walls, magnificent fishing village...

■ then the islands of the **Dodecanese**. (On Patmos Island, St. John wrote the Apocalypse. On Kos Island, Hippocrates received his patients.)...

■ the island of **Delos**, legendary birthplace of Apollo...

■ **Mykonos**, fashionable resort replete with charming whitewashed houses, windmills, tiny Byzantine domed churches, narrow windings streets...

■ on through **the Sea of Marmara** to the sprawling modern-yet-ancient city of Istanbul—wander through the covered bazaar, Kapali Carsi; visit the fabulous Topkapi Museum...

■ and these are just *some* of the highlights of the most luxurious two-week Aegean cruise Harper's could invent. You may have already

won, and not know it. The *only* way to find out is to mail the enclosed postpaid card *now*.

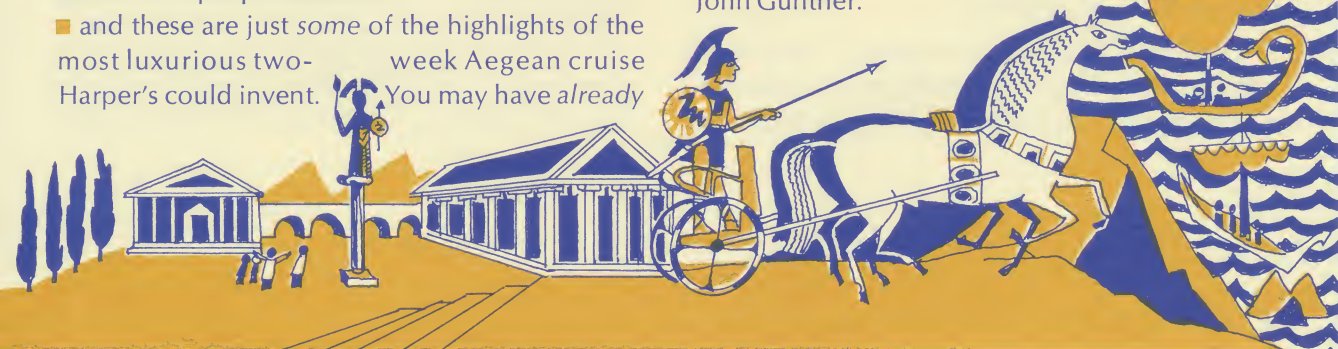
**NOTE:** If you prefer, you may take the cash equivalent of this prize... **\$4,000.00**

**You may already have won.** Your number, shown on the attached form, has been entered in an exclusive and limited listing, and fed into a computer. You may now be the holder of a lucky number selected by the computer.

■ Find out if one of these numbers—there are 1,111 of them—belongs to you. Send the form back now. And while you're at it, take advantage of the great half-price subscription offer to America's first monthly magazine.

**You can have Harper's delivered to your door over the coming eight months for only \$2.84—regular rate \$8.50 a year. Half price. About a penny a day. No need to enclose payment now, unless you prefer. We'll be glad to bill you later.**

Harper's writers are world famous—people like Arthur Miller, William Styron, John Kenneth Galbraith, V. S. Pritchett, Alan Moorehead, Graham Greene, Mary McCarthy, Jean-Paul Sartre, Katherine Anne Porter, James Baldwin, Richard H. Rovere, John Gunther.





Harper's readers, too, are quite exciting people. Their interests and curiosities range over wide areas...the arts, business, travel, government, science, education, books, the theater, music. So join this select group of readers and writers. You'll find the atmosphere wonderfully stimulating...month after month...for the years ahead.

## And there are 1,110 other Prizes too—

### You may have already won any of ten free weekend holidays in London for two



Second prize is all London at your whim. Harper's will treat you to a never-to-be-forgotten weekend. Whatever your pleasure, Harper's will design this exciting weekend especially for you:

**shopping?** from the antique markets of Portobello Road to the shops of Bond Street and Brompton Road...

**sightseeing?** The Tate Gallery, Buckingham Palace, Westminster Abbey, Hyde Park, The Victoria and Albert Museum...

**dining?** A pub? foreign food in Soho? a gaming club in Mayfair?

**theater?** In the West End...or ballet and opera at Covent Garden or Sadler's Wells...Shakespeare at the Aldwych...

"When a man is tired of London, he is tired of life," quotes Boswell's **Life of Johnson**. Harper's agrees.

Cash value: \$1,000.00. Take the money instead, if you win. It's your option.

We hope you win, and do remember—your number may have *already* been chosen by the computer. Yes, you may be a winner and not know it.

### Third prize...any of one hundred evenings out...spend a minimum of \$100.00



If you win, no matter where you live, we cordially invite you to spend an evening out with your favorite companion as guests of Harper's. And we want you to spend no less than one hundred dollars. How to spend it? A splurge, a fling, dancing, dining, the theater—it's yours to decide. However, you may prefer to take your guest to the *Rialto* for a good double feature and pocket the change, some ninety-six dollars or so. Remember, your prize has a cash value of one hundred dollars.

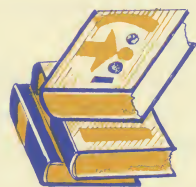
### Fourth prize...any of a thousand prizes of every book **FIRST** on the N.Y. Times Best-Seller List (both fiction and general) for the year ahead. **FREE.**

Each winner will receive the books on everyone's must-read list. Books like last year's best sellers: *The Death of a President...In Cold Blood...The Secret of Santa Vittoria...The Source.*

So please send us your postpaid form soon, because your chance of winning—at *this* end of the sweepstakes is really quite good: ONE THOUSAND numbers are winners.

Yours may well be one of them!

And remember, Harper's is available to you at the same time, on the same form—and at a big-saving **HALF PRICE**. Order today.



#### How the sweepstakes works:

Harper's has reserved a prize for the holders of the lucky numbers selected by electronic computer by Milton S. Stevens, Inc., an independent judging organization, and winners will be notified. Offer is void where prohibited by law, and is subject to all governmental regulations. Offer not open to employees of Harper's Magazine and its advertising agencies, Milton S. Stevens, Inc., nor to the families of any of the above. All taxes are the sole responsibility of winners. Numbered forms must be received on or before January 31, 1968 to be eligible.